

## **Claims**

What is claimed is:

- 1        1. A method comprising:
  - 2            creating a program schedule that includes a listing for a program that has
  - 3            supplementary content;
  - 4            associating a predefined unique symbol with a type of the supplementary content;
  - 5            and
  - 6            providing the predefined unique symbol in association with the listing in the
  - 7            program schedule.
- 1        2. The method of claim 1 wherein the program is a television program.
- 1        3. The method of claim 1 wherein the supplementary content is provided on the  
2            World Wide Web.
- 1        4. The method of claim 1 wherein the predefined unique symbol is a text string.
- 1        5. The method of claim 1 wherein the predefined unique symbol is the text string  
2            "WWW".
- 1        6. The method of claim 1 wherein the predefined unique symbol is a graphic  
2            symbol.

1 7. The method of claim 1 wherein the predefined unique symbol is an image.

1 8. The method of claim 1 further comprising distributing the program schedule.

1 9. The method of claim 8 further comprising:

2 printing the program schedule in a publication; and

3 printing the predefined unique symbol in the publication.

1 10. The method of claim 8 further comprising:

2 transmitting the program schedule; and

3 transmitting the predefined unique symbol.

1 11. The method of claim 10 further comprising transmitting data which when

2 accessed by a machine causes the machine to display an animated version of the

3 predefined unique symbol.

1 12. The method of claim 8 further comprising:

2 making the program schedule available on the World Wide Web; and

3 providing the predefined unique symbol in association with the listing in

4 the program schedule on the World Wide Web.

1 13. The method of claim 12 further comprising:

2 providing a selectable element in association with the predefined unique  
3 symbol on the World Wide Web; and  
4 enabling provision of the supplementary content in response to selection  
5 of the selectable element by a user.

1 14. A method comprising:

2 receiving a program schedule, the program schedule further comprising:  
3 a listing for a program that has supplementary content; and  
4 a predefined unique symbol in association with the listing, where  
5 the predefined unique symbol is associated with a type of the supplementary  
6 content; and  
7 sending the program schedule to a display.

1 15. The method of claim 14 further comprising:

2 receiving a signal corresponding to selection of the predefined unique  
3 symbol by a user; and  
4 communicating with a device, causing it to present the supplementary  
5 content in response to the signal.

1 16. The method of claim 14 further comprising:

2 receiving an animated version of the predefined unique symbol; and

1 sending the animated version of the predefined unique symbol to the  
2 display.

1 17. A method comprising:

2 distributing a program to an audience, where the program has

3 supplementary content;

4 distributing the supplementary content to the audience, where a type of the

5 supplementary content is associated with a predefined unique symbol; and

6 providing listing information for the program.

1 18. The method of claim 17 wherein the program is a television program.

1 19. The method of claim 17 wherein the supplementary content is made available on

2 the World Wide Web.

1 20. The method of claim 17 wherein the predefined unique symbol is a text string.

1 21. The method of claim 17 wherein the predefined unique symbol is the text string

2 "WWW".

1 22. The method of claim 17 wherein the predefined unique symbol is a graphic

2 symbol.

1 23. The method of claim 17 wherein the predefined unique symbol is an image.

1 24. An apparatus comprising:

2 a receiver to receive a transmission comprising a program schedule, the  
3 program schedule further comprising:

4 a listing for a program that has supplementary content; and

5 a predefined unique symbol in association with the listing, where  
6 the predefined unique symbol is associated with a type of the supplementary  
7 content;

8 a display component coupled to the receiver to display the program  
9 schedule on a display device and to display the predefined unique symbol on the  
10 display device.

1 25. The apparatus of claim 24 further comprising:

2 an input device to receive a signal corresponding to selection of the  
3 predefined unique symbol on the display device by a user; and

4 a content delivery component to provide the supplementary content in  
5 response to the signal.

1 26. A machine accessible medium comprising data that when accessed by a machine  
2 causes the machine to perform actions according to the method of claim 14.

1 27. A machine accessible medium comprising data that when accessed by a machine  
2 causes the machine to perform actions according to the method of claim 15.

1 28. A machine accessible medium comprising data that when accessed by a machine  
2 causes the machine to perform actions according to the method of claim 16.

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